

Laurel Bybee Gardner

Designer of environments
& experiences.

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Skills and Strengths

- 9 years of professional design and production experience across a variety of disciplines
- Expert-level skills with Adobe Creative Suite software (InDesign, Illustrator, Photoshop)
- Knowledge of materials and fabrication methods in relation to budget and feasibility
- Extensive project management and organizational skills; I dream in spreadsheets
- Capacity to efficiently ideate and revise designs to keep projects on target
- Skilled at illustration, photography, and preparing mockups
- Competent front-end designer using HTML, CSS, and a bit of javascript
- Well-versed in current best-practices in accessibility and user experience
- Ability to create winning RFP packages for multi-million dollar contracts
- Empathetic, collaborative, and a good listener

Experience

Senior Designer

The Archer School for Girls

2016–2018, Los Angeles, CA

- Oversaw the design and production of all communications collateral (print, digital, and environmental) of a prestigious independent school
- Art-directed, designed, and managed: Artemis, a bi-annual print magazine; annual reports; admissions acceptance packages; fundraising packages for prestigious donors, and materials for VIP fundraising events
- Worked with campus architects to design and install large-scale environmental graphics
- Collaborated with facilities personnel to create wayfinding signage and maps
- Overhauled and maintained Archer's brand identity across print and digital collateral
- Developed original concepts and designs for numerous school initiatives and programs

Designer & Consultant

2014–present

- Recent & current projects include: Custom illustration and book design for artist Vasa Mihich; Brand identity and business collateral, including custom MailChimp campaign, for a wine startup in New York; UX website audit and design consultation for a non-profit based in San Francisco

Exhibit Designer & Graphics Department Manager

Cinnabar, Design | Build

2014–2016, Los Angeles, CA

- Designed complex graphic systems including interpretive panels, way-finding signage, gallery text panels, artifact labels, and interactive games; typeset in both English and Spanish
- Produced winning project proposals (RFP/RFQ) and presentation decks
- Estimated complex project deliverables; created project budgets and production schedules; cultivated vendor and subcontractor relationships; traveled to job-sites and local print vendors to coordinate production and supervise installation

Environmental Designer

HD Buttercup

2013–2014, Culver City, CA

- Designed and managed wayfinding and retail store signage for Los Angeles and San Francisco locations (140,000 total Sq. Ft.)
- Managed calendars, deadlines and yearly budgets for marketing collateral and environmental signage
- Project management, visual design, styling, and photography assistance for a featured collaborative blogpost on Goop.com, *The Guest Apartment*

Artist's Assistant

Andrea Zittel

2012–2013, Joshua Tree, CA

- Worked with artist Andrea Zittel to develop and design educational materials for A-Z West, Institute of Investigative Living and High Desert Test Sites
- Administrative responsibilities included managing schedules, expenses, and correspondence with A-Z West visitors, artists, and curators

Designer

J. Paul Getty Center

2010–2012, Los Angeles, CA

- Worked with curators, historians, and educators to design exhibitions and collateral
- Designed exhibition title walls and gallery text panels, museum signage, artifact labels, media kiosks, brochures (in English and Spanish), retail merchandise, press packets, invitations, and web banners
- Conducted a month-long evaluation to research visitor traffic flow and accessibility in permanent collection galleries.



Education

- BA, Design | Media Arts, UCLA
- User Experience & Interactive Design Certificate, UCLAx



Awards

- GRID110 FashionTech Hackathon Finalist
- Intel Design Expo Stipend & Presenter
- Columbia University EdLab Internship Stipend
- Print And Graphics Foundation Scholarship



Lectures & Demonstrations

- E-textiles Workshop for MIT Alumni Club
- DIY Girls E-textile Workshop, Fab LAB Pasadena City College
- Intel Developers Forum, San Francisco, CA
- UCLA + Urban Schools + Communities, Teaching Residency, Los Angeles